

## **VIRGINIA SLIMS LEGENDS DIRECT MAIL - 2ND HALF**

### **BACKGROUND:**

In October of 1996, Virginia Slims will be continuing our support of the Virginia Slims Legends tennis tour. The tour includes a grassroots tennis challenge, retail promotions, and a weekend of pro-celebrity tennis events, and is supported through print, OOH, PR and direct mail. The second half tour includes stops in Oklahoma City, Dallas and Delray Beach.

Through the use of direct mail, we will announce the tour and supporting programs to smokers 21 year of age and older within X mile radius of each of the Legends' locations. The following outlines the objectives and executional considerations for the second half Direct Mail program.

### **OBJECTIVES:**

- Generate awareness and interest in the Legends tour
- Increase attendance at the event
- Reward current VS smokers and generate trial among competitive smokers through the inclusion of a coupon

### **EXECUTIONAL GUIDELINES:**

- The format of this mailing should be a simple self-mailer, which will be mailed third class postage.
- The coupon and V.I.P. Card must be OCR coded.
- The piece should be consistent with the Legends look (imagery and logo) and have strong Virginia Slims branding.

### **AUDIENCE SELECTION:**

- We have historically pulled names from the database that fit the following criteria:
  - Female 21 - 64 years of age, responders within last 18 months, 100/120 length
  - Virginia Slims smokers
  - Key competitive smokers (as defined by the Corporate Name Access Plan)
  - Previous Virginia Slims smokers
  - Consumers with Virginia Slims in their "consideration set"
  - Live within 100 mile radius of the venue
- How can we overlay a "tennis affinity" criteria?

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**CRITICAL INFORMATION:**

<u>City</u>	<u>Location</u>	<u>Event Date</u>	<u>POS#</u>
Oklahoma City	Myraid	10/5 & 10/6	85123
Dallas	Four Seasons Las Colinas Resort & Club	10/19 & 10/20	85124
Delray Beach	Delray Beach Tennis Center	12/7 & 12/8	85125

**BUDGET:**

- The production cost per piece is: \$1.00

**TIMING:**

Present Comp:	TBD
A&K Due:	TBD
Tapes Due:	TBD
Drop Oklahoma City Mailing:	<del>8/19/96</del> 8/23/96
Drop Dallas Mailing:	<del>9/1/96</del>
Drop Delray Beach Mailing:	<u>10/14/96</u>

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